

JumpStart Your Business

A part of National Small Business Week



SBA Education & Training Center
2401 4th Ave., Suite 450 | Seattle
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Monday May 4

9 a.m. Give Your Elevator Speech a Lift
Learn a unique step-by-step process to create a winning elevator speech.

10:30 a.m. Defining Intentional Purpose and Culture
How to define and communicate your mission, vision, and values.

11:45 a.m. Lunch & Learn: The Confident Networker
Approach a group cold, exit conversations gracefully, and more.

1 p.m. How to Create an Effective Brand to Boost Your Business
Leave with five simple tips to better connect with your customers.

2:30 p.m. Choose the Right Advisors for Your Business
Find the right advisor in areas for which you need expert guidance.

Tuesday May 5

Beyond Start-Up: Avoid Fatal Errors
Learn how to set priorities, determine if a worker is an employee or contractor, etc.

How to Hire the Right Person
Helpful tips for those new to the hiring process.

Lunch & Learn: Q&A with WA Dept. of Revenue
Get answers about your tax responsibilities during this Q&A session.

From Coffee Shop Office to Brick and Mortar Business
Get tips for negotiating a commercial property lease.

How To Get The Most Out Of Quickbooks
Simplify your bookkeeping and manage your customers and prospects better.

Thursday May 7

Increase Your Sales by Exporting
Connect with the 95 percent of potential customers who live outside of the U.S.

How to Become Export Ready
Assess your business' export readiness and create an export plan.

Lunch & Learn: Export Panel
Business owners share their lessons learned from exporting.

Franchising 101
This workshop will cover the five basic franchise categories and how to choose the right one.

Buying a Business
Hit the ground running with what you need to know before you purchase a business.

Friday May 8

Which Social Media Platforms Are Right for You?
Determine which social media sites are best for your business.

Social Media Law: Stay Ahead Of The Game And Out Of Trouble
What you need to know from a legal standpoint.

Lunch & Learn: Marketing Trends
Get an overview of approaches that will serve you on the web.

Drive Traffic to Your Website
Learn digital marketing basics, like search engine optimization (SEO), linking and social media.

Public Relations – How To Get Noticed
Learn how to capture the attention of the media.

Space is limited. Register online at:
<http://tinyurl.com/SBAJumpStart>

